

Magazine: SKI

Issue: 1700/85

Total Pages: 124

PHILIP MORRIS	MIN AUG	SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 100		122			TOPP! FF RW AD
* 989 pg 12C					
MERIT M		15			OPP! "SKI LIFE."
* 674 pg 123					
CAMEL L					
* 493 pg 132					
STERLING					
* 123 pg 154					
NEWPORT					
* 439 pg 163					
SALEM HL					
* 459 pg 13C					

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$117,392

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Magazine: SKI

Issue: 2/00/85

Total Pages: 100

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
MARLBORO 25+2SL	111		1SP	
* 108 pg#2C-PG1				
MERIT	11			OPP: "SKI LIFE".
* 682 pg#13				
CAMEL L				
* 423 pg#39				
SALEM+100				
* 449 pg#3C				

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$99,021

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Magazine: SKI

Issue: 3/00/85

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT * 679 Pg 12C	17			TOPP! BW AD.
		SALEM L+100L * 236 Pg 18		
		CAMEL L * 496 Pg 130-31	SP	
MARLBORO 25+25L * 104 Pg 13C	74			REG. PGS.

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$101,899

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Magazine: SKI

Issue: 4/00/85

Total Pages: 80

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 998 pg:BC	13			OPP: BW AD.
MERIT+M # 699 pg:14	13			OPP: "SKI LIFE".
		SALEM+100 # 464 pg:35		
		CAMEL # 301 pg:BC		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,529

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Issue: 9/00/85

Total Pages: 248

ADG	MIN	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 100 #1024 pg 53	111			TOPP: "SKIS BUYER'S GUIDE".
		SALEM 100 # 467 pg 465		
		CAMEL L # 549 pg 175		
MERIT UL. MUL. # 165 pg 13C	92			TOPP: "LAST RUN".

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,234

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Magazine: SKI

Issue: 10/00/85

Total Pages: 194

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 25+25L * 112 pg 123	111			TOPP: "SKI LIFE"
		SALEM L+100L * 256 pg 135		
		CAMEL L * 548 pg 151		
MERIT UL+MUL * 171 pg 10C	122			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,020

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Magazine: SKI
Issue#: 11/00/85

Total Pages: 252

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MAH MORD L+100L * 592 pg#23	122			TOPP: "SKI LIFE".
		SALEM+100		
		* 484 pg#46		
MERIT UL+MUL * 180 pg#57	101			TOPP: "MORE WAYS TO GO FAST".
		CAMEL		
		* 323 pg#3C		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,234

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2040690560

Magazine: SKI

Issue: 12/00/85

Total Pages: 212

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT ULTRAMILD * 179 pg:129	21			OPP: "RATINGS GATES, COPING WITH INJURY".
MARLBORO L+100L * 397 pg:51	10			OPP: "CAMPUS CRAZIES CLOSEUP COLORADO".
SALEM L * 401 pg:62				
CAMEL L * 577 pg:101				

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$79,360

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